

5813-79

10/8/2014

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OCT 8 2014

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Ms. J. Evelyn Lawson
The Clorox Company
c/o PS&RC; P.O. Box 493
Pleasanton, CA 94566

Subject: **CDQ**
EPA Registration Number 5813-79
Application Dated April 15, 2014
EPA Received Date April 16, 2014

Dear Ms. Lawson:

The following amendment submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable with comment.

Proposed Amendment:

- Add new organism
- Revise and add Direction For Use and marketing claims
- Revised Confidential Statements of Formulas (CSFs) plus two new CSFs; also changed the lower active ingredient limit

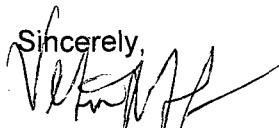
General Comments:

Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.

The next label printing of this product must use this labeling unless subsequent changes have been approved. You must submit one (1) copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and it's implementing regulation at 40 CFR 152.3.

Should you have any questions or comments concerning this letter, please contact Drusilla Copeland at (703) 308-6224.

Sincerely,



Velma Noble
Acting Product Manager 31
Regulatory Management Branch 1
Antimicrobials Division (7510P)

Enclosure: stamped label

CDQ

KEEP OUT OF REACH OF CHILDREN

CAUTION

See [back] [bottom] [side] panel for additional precautionary statements.

For travel/trial sizes or dispensers: ^(†††) Do not use as a diaper wipe or for personal cleansing

The qualifier ^(†††) will be used for claims relating to carrying in diaper bag[s]

For dispensers/canisters: Do not use as a diaper wipe or for personal cleansing -or- Not for use as a personal wipe [For complete instructions -or- directions, see pouch]

Questions or Comments? [Please] visit www.clorox.com or call [us toll free at] 1-800-227-1860 -or- (800) 227-1860.
[Learn more at cloroxclassrooms.com] A list of this product's ingredients is available at www.IngredientsInside.com
-or- A list of [this product's] **[product name]** ingredients is available at **[insert company website]** -or- For more product ingredient information visit www.IngredientsInside.com.

Mfd. for The Clorox Company, 1221 Broadway, Oakland, CA 94612.

© YYYY Made in the U.S.A.

Clorox is a registered trademark of The Clorox Company.

EPA Reg. No. 5813-79.

EPA Est. No. 5813-GA-2 (VG), IL-2 (VF); 8251-OH-2 (Q6), WI-2 (KW), WI-3 (KV), WI-5 (UQ); 50757-WI-1 (VN); 58455-IN-1 (C6),

IN-2 (01); 56952-AR-1 (RL), WI-1 (RK); 62401-NJ-1 (JW); 71681-GA-1 (JQ), IL-1 (GU), IL-2 (24); 52631-NJ-1 (UW)

Beginning of batch code indicates Est. No.

U.S. Patent(s) **insert patent(s)**

Optional graphics. May be placed anywhere on label/container.



[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses -or- information [on how-to-use [This Product]] -or- [how-to] tips -or- [how-to] [-use]] videos] [(Data rates may apply)]



ACTIVE INGREDIENTS:

n-Alkyl (C14, 60%; C16, 30%; C12, 5%; C18, 5%)

Dimethyl Benzyl Ammonium Chloride 0.184%†

n-Alkyl (C12, 68%; C14, 32%) Dimethyl Ethylbenzyl

Ammonium Chloride 0.184%†

OTHER INGREDIENTS: 99.632%

TOTAL: 100.000%

†Does not include weight of dry wipe.

Contains no phosphorus

Package made from **insert%** post-consumer recycled plastic.

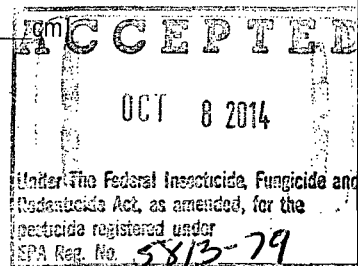
Net Contents

Each package type and size will bear the actual net contents in pounds and ounces

____ Premoistened -or- [Wet] [Scrubbing] Wipes

-or- Refills -or- Packages

____" x ____" [____cm x ____cm]



For Canister:

To Open Package: [Open lid and] [pull out wipe] [from center of roll -or- from center -or- from an angle]. [[The] next sheet -or- wipe pops up automatically.] [When finished,] close lid to retain moisture.

-or-

PULL WIPE FROM CENTER -or-

For Canister:

To Open Package: Flip open dispensing flap and remove lid by lifting upward. Pull up corner of **CENTER SHEET**, twist to a point and thread through small opening in lid. DO NOT push finger through opening [your finger may become stuck]. Replace lid and **PULL WIPE AT AN ANGLE**; the next sheet pops up automatically. When finished, close lid flap to retain moisture.

-or-

For Canister:

To Open Package: [Open lid and] pull out wipe through -or- from [one of] the large opening[s] -or- from the central opening. [Pull the wipe [at an angle] [toward the small opening] so that the next wipe is held in place -and/or- does not fall back in.] [When finished,] close lid to retain moisture.

To Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the new [roll -and/or- stack] [of] wipes into the canister and replace the lid. -or- Insert pouch into empty canister and replace the lid.
4. [Use as instructed by canister label.]

-or-

To Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Place the open end of canister over [exposed portion of] the new roll of wipes. Turn both over so that the roll slides into the canister. -or- Slide -or- Place new roll of wipes into the empty canister. Replace the lid.
4. [Use as instructed by canister label.]

For Tub and Pouch/Refill:

To Open Package: [Flip open dispensing flap and remove lid by lifting upward.] Place refill -or- pouch in tub. Open pouch by peeling back seal. Insert sheet through opening in lid. Replace lid. The next sheet pops up automatically. When finished, close lid flap to retain moisture. See [refill] pouch for [full] product information.

For pouch -or- flat pack only:

To Open Package: [Open pouch by] peel[ing] back seal. When finished, close to retain moisture. **For Refills:**

To Open Package -or- To Refill:

[Open [existing] container -or- canister according to label directions.] [Tear] open [refill -or- package] by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch. Remove [one] refill [from refill package -or- sleeve -or- container -or- pouch -or- bag]. [Open refill [by pulling on [the] tear strip -or- removing seal -or- pulling on the back -or- seal -or- tearing at notch.]] [Turn upside down.] Slide -or- insert [pre-moistened] wipes -or- refill into existing -or- empty canister -or- container. Replace lid [on existing canister]. Close -or- reseal refill package -or- sleeve -or- container -or- pouch -or- bag.

-or-

- Remove lid, insert wipes and replace lid.
- Pull out wipe from center of roll.
- Next sheet pops up automatically.
- Close lid to retain moisture.

-or-

- Keep dispensing flap of [existing] [current] [empty] container -or- canister closed.
- Open [existing] [current] [empty] container -or- canister by [lightly] squeezing [it] and removing lid by [lifting] [twisting] [it] upward.

For Flat Pack

Peel -and/or- reseal [here]

For Dispenser and Pouch/Refill:

TO ATTACH [DISPENSER]: Clean surface with rubbing alcohol and let it dry. Peel paper from adhesive [pads] [strips] and attach to surface. Press firmly for 10 seconds [(for best results, open refill door and apply pressure directly over adhesive [pads] [strips])]. Can be attached to tile, glass, finished wood and metal surfaces. Not recommended for use on wallpaper, [painted wallboard, plasterboard or drywall,] bare wood or particleboard.

TO REFILL [DISPENSER]: Remove label from pouch. Slide pouch into dispenser through refill door. Open lid and pull first wipe through opening; the next wipe pops up automatically.

TO REMOVE [DISPENSER]: Insert knife, twine or dental floss between dispenser and wall. Carefully cut tape between adhesive surfaces. Remove remaining residue with thumbnail or mild adhesive remover. Caution: improper removal may damage surfaces.

-or-

TO REMOVE [DISPENSER]: Hold [dispenser] [bracket] [with one hand]. Grab removable tab [with other hand]. [Slowly] pull tab several inches [in direction of arrow] [along mounting surface] until [bracket] [dispenser] releases. [Repeat with second tab.]

-or-

- Insert green plastic lid into the dispenser cover with the flap open and pointing back toward the stand. (Replace the green plastic lid each time the dispenser is refilled with wipes.)
- Cut or tear open pouch evenly at notch.
- Place pouch inside the dispenser. (Do not remove roll of wipes from pouch.)
- Insert corner of center sheet through opening on the green plastic lid. (Do not push finger through the opening.)
- Close dispenser cover.
- Pull first wipe at an angle to ensure proper threading.

For To Go package:

TO OPEN PACKAGE: Flip -or- Pull open dispensing flap. Insert -or- Pull first wipe through opening in pouch. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

-or-

TO OPEN PACKAGE: Flip -or- Pull open dispensing flap. Open pouch by peeling back [film] [inner seal]. Pull first wipe by grabbing center of wipe. When finished, [snap] close [tightly] [to retain moisture] [to keep wipes moist] [to keep wipes from drying out].

For Flatpack:

To Open Package:

1. Open [click-lock] [closure] and peel back -or- remove seal.
2. Pull out wipe [, use as directed].
3. [When finished,] [firmly] close [click-lock] [closure] to retain moisture. [A "snap" should be heard, indicating that it is properly closed.]

For Flat stack:

To Open Package:

1. Open lid and grasp -or- grab the corner of the wipe. Thread -or- pull the wipe through the [dispensing] opening -or- orifice. Next -or- following sheet[s] pop[s] up automatically.
2. Close lid [to keep wipes moist]. [A "snap" [should be heard, to] indicate[s] the lid is properly closed.]
3. [Refill canister when empty.]

To Refill [Wipes Canister]:

1. Remove the lid from the empty canister. Discard any remaining liquid -and/or- wipes -and/or- product. [Rinse out the canister with water.]
2. Tear pouch open [at notch]. [Remove tear strip completely and discard.]
3. Take [approximately 75] [some] wipes [from] [the stack] [the bag], and place them in[to] the canister.
4. Replace the lid [onto the canister].
5. [Close] [seal] strip on the refill bag [to keep wipes moist]. -or- Slide zipper closed [to] [seal bag] [and] [keep wipes moist].
6. [Use as instructed by canister label.]

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DIRECTIONS FOR USE

IT IS A VIOLATION OF FEDERAL LAW TO USE THIS PRODUCT IN A MANNER INCONSISTENT WITH ITS LABELING.

TO CLEAN [HARD, NON-POROUS SURFACES] [AND REMOVE ALLERGENS]: Wipe surface clean with **this product**. Let air dry.

TO CLEAN LARGE SURFACES: Wipe surface clean with **this product** -or- **insert ABN**. Let air dry.

TO CLEAN FLOORS WITH SWEEPER: 1. Unfold and wrap cloth around sweeper head with smooth side of wipe contacting sweeper head. 2. Push wipe edge into grippers on top of sweeper head. 3. Wipe floor and allow to air dry. No rinsing required.

TO SANITIZE: [Use to sanitize] [/deodorize] hard, nonporous non-food contact surfaces: Wipe surface; use enough wipes for treated surfaces to remain visibly wet for 10 seconds. Let surface dry. For highly soiled surfaces, clean excess dirt first.

TO DISINFECT [AND DEODORIZE]: [Use to disinfect] hard, nonporous surfaces: Wipe surface [to be disinfected]; use enough wipes for treated surface to remain visibly wet for 4 minutes. Let surface dry. For highly soiled surfaces, clean excess dirt first.

For surfaces that may come in contact with food, a potable water rinse is required. This product is not for use on dishes, glassware, or eating utensils.

Optional instructions for scrubbing wipes -or- heavy duty wipes, when applicable:

TO CLEAN: Use the textured -or- scrubbing side of the wipe to remove tough soils. Use the soft -or- smooth side to wipe dirt away. If the textured -or- scrubbing side gets dirty, fold the wipe, keeping the textured -or- scrubbing side inside. Let air dry.

TO SANITIZE [AND DEODORIZE]: Use the soft -or- smooth side of wipe to sanitize/deodorize hard, nonporous non-food contact surfaces. Wipe surface; use enough wipes for treated surfaces to remain wet for 10 sec[onds]. Let surface dry. For highly soiled surfaces, clean excess dirt first.

TO DISINFECT: Use the soft -or- smooth side of wipe to disinfect hard, nonporous surfaces. Wipe surface to be disinfected; use enough wipes for treated surfaces to remain visibly wet for 4 min[utes]. Let surface dry. For highly soiled surfaces, clean excess dirt first.

Not for cleaning or sanitizing skin. Do not use as a diaper wipe or for personal cleansing.

This product will not harm most surfaces including acrylic, sealed fiberglass, sealed granite, finished hardwood and vinyl.

For best [cleaning] results, avoid [soft] [glossy] [shiny] [polished] [plastics] [metals] [unfinished wood] [copper] [aluminum] [painted surfaces] [fabric]. [If in doubt,] [Test a small area first].

Not recommended for use on unpainted wood [and], unfinished, unsealed, unpainted, waxed, oiled or worn surfaces [-or- flooring]. [Test a small area first.]

[For toys, rinse with water after wiping with -or- using the product.]

Use as directed. Suitable for use -or- can be used -or- compatible on -or- with polyurethane treated wood. [Test a small area first].

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS.

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling.

FIRST AID: If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center for treatment advice. Have the product container or label with you when calling a poison control center or doctor, or going for treatment. For further information, call (800) 227-1860.

PHYSICAL OR CHEMICAL HAZARDS

Do not use or store near heat or open flame.

STORAGE AND DISPOSAL

Canister -or- Tub not intended to be refilled by the consumer:

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Nonrefillable container. Do not reuse or refill this empty container. Offer empty container for recycling. If recycling is not available discard container in trash.

Canister -or- Tub intended to be refilled by the consumer:

Dispose of wipe in trash after use. Do not flush. Tightly close lid between uses to retain moisture. Do not reuse or refill except as described in the directions for use. Refill only with this product. Offer empty container for recycling. If recycling is not available discard container in trash.

[Pouch] [Refill]:

[Dispenser and Pouch/Refill]

Dispose of wipe in trash after use. Do not flush. [Reseal pouch between uses to retain moisture] [, if used without tub]. Offer for recycling if available or discard empty pouch -or- bag -or- wrapper in trash.

Non-living Allergen Claims:

Now -and/or- New[!] and -or- & Improved[!] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- Removes -and/or- Controls **insert number between 90 and 99.9%** of common [indoor -and/or- outdoor] allergens*
- Removes -or- Controls common [indoor] [and outdoor] allergens* [of concern]
- [**This product**] Removes [more than -or- greater than -or- over] [**insert number between 90 and 99.9%** of] [the following allergens]:
insert allergen(s) from allergen list
- Wipes Away [**insert number between 90 and 99.9%** of] [The Most] [Common] Allergens*

Note to reader: this list of allergens may be used in its entirety or a subset may be used

*cat dander, cockroach debris, cockroach matter, cockroach particles, dog dander, dust mite debris, dust mite matter, dust mite particles, pet dander, timothy grass, pollen particles, grass.

Antibacterial Claims:

- 10-second sanitization¹
- Anti-bacterial wipes -or- formula
- Bacteria -and/or- virus -and/or- germ† fighting [formula]
- Bacteria-fighting -or- Germ†-fighting formula
- Be ready for school** by including [**this product**] on your [back to school**] [home] shopping list
- Can help reduce the risk of cross-contamination on treated surfaces
- Clean -and/or- disinfect on the go
- Clean. Disinfect. Carry on.
- Cleaner and disinfectant in one
- Cleans -and/or- disinfects -and/or- deodorizes [[all] in one [easy] step] when following disinfection use directions.
- Clean[s] and disinfect[s] anywhere indicated on the label -or- everywhere indicated on the label
- Clean[s] -and/or- disinfect[s] -and/or- kill[s] -and/or- remove[s] [99.9% of] [household] germs† -and/or- bacteria -and/or- virus[es] [on] [from] [your] [children's] toys***
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] bacteria -and/or- [other] germs† -and/or- virus[es] [commonly found in -or- on [Use Sites: Table 1] [Use Surfaces: Table 2]]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] cold viruses⁴ -and/or- [the] flu virus[es]⁵ -and/or- cold and flu viruses³ [commonly found in -or- on [Use Sites: Table 1] [Use Surfaces: Table 2]]
- Clean[s] away -and/or- kill[s] -and/or- eliminate[s] -and/or- disinfect[s] -and/or- destroy[s] -and/or- remove[s] -and/or- attack[s] -and/or- get[s] rid of [99.9% of] [the] flu virus⁵ -and/or- virus -and/or- [other] germs† -and/or- virus[es] [commonly found in -or- on [Use Sites: Table 1] [Use Surfaces: Table 2]]
- [Cleans -and/or- disinfects all in one step] when following disinfection use directions
- [Contains] Disinfecting cleaning with [soft] non-linting wipe
- Convenient cart disinfecting
- Disinfect -and/or- touch-up clean
- Disinfect before you shop
- Disinfect your cart
- Disinfecting Cleaning wipes for Auto -or- car Surfaces
- Disinfecting wipes -or- formula
- Disinfects in [just] 4 minutes
- Disinfects [odor causing] [common] [household] [kitchen -and/or- bathroom] bacteria²
- Disinfects -or- Disinfecting Formula and -or- while gentle on auto -or- car surfaces
- Dual action [to] [:] [clean[s] up [household -or- daily -or- everyday] messes while [it] disinfect[s][ing]] [clean[s] and disinfect[s]]
- [Easily] [Effectively] [Conveniently] clean[s] -and/or- disinfect[s]
- Easy cart disinfecting
- [Easy] [convenient] way to clean -and/or- disinfect
- [Easy] Cleaning -and/or- disinfecting to go
- [Effective] [bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] disinfectant -and/or- cleaner
- [Eliminate] [Remove] [Clean] [Disinfect] [Germst† -and/or- bacteria] on Use Sites Table 1 and Use Surfaces Table 2
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] [**tested as *Salmonella choleraesuis***] Salmonella enterica (Salmonella)
- Fight[s] -and/or- kill[s] -and/or- effective against [99.9% [of]] Escherichia coli (E. coli)
- Fight[s] -and/or- kill[s] -and/or- effective against Avian flu virus [on environmental surfaces] -and/or- [hard, nonporous surfaces]
- Fight[s] -and/or- kill[s] -and/or- effective against cold viruses⁴
- Fight[s] -and/or- kill[s] -and/or- effective against colds and flu viruses³
- Fight[s] -and/or- kill[s] -and/or- effective against flu virus⁵
- Fight[s] -or- reduce[s] bacteria² -and/or- viruses³ -and/or- germs† on hard, nonporous surfaces [in your] [list any use site: Table 1] [this cold -and/or- flu season]
- Fight[s] -or- reduce[s] bacteria² on hard, nonporous surfaces [in your] [list any use site: Table 1]]
- For use at home or on the go
- [Great] Lint-free cleaning [and disinfecting]
- [Hey] [Mom] [Teacher[s]] [!] [,] [Be] [Are you] Ready for [[back-to-school**] [[the] cold -and/or- flu season] [the holiday[s] [season]]] [?] [!]
- Just one step kills 99.9% of [germs†] [bacteria]
- Kills 99.9% of bacteria in [just] 10 seconds¹
- Kills 99.9% of [common] [household] germs†!
- Kills 99.9% of [common] bathroom -and/or- kitchen germs††
- Kills 99.9% [of] household bacteria in [just] 10 sec[onds]

Antibacterial Claims continued:

- Kill[s] [99.9% of] -or- Effective against -or- [Disinfect Bacteria^{1, 2}] -or- [that cause odor] -or- [that cause scum and slime on hard surfaces] in [just] 4 minutes
- Kill[s] 99.9% of -or- Remove[s] -or- Effective against [odor causing] [Common] [household] [kitchen -and/or- bathroom] bacteria¹ [in just 10 sec[onds]]
- Kills 99.9% of viruses³ that cause cold and flu
- Kills[:] Cold & Flu Viruses³ -and/or- Staph -and/or- Salmonella -and/or- Strep -and/or- E. Coli -and/or- MRSA -and/or- Listeria -and/or- Enterobacter aerogenes⁴
- Kills Common Germs and Viruses that May Make Pets Sick [-Including Newcastle Disease virus, Canine Distemper virus]
- Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of [99.9% of] [common] [household] germs† -and/or- bacteria
- Kills -or- Eliminates -or- Destroys -or- Attacks -or- Gets rid of [99.9% of] bacteria -and/or- germs† [all] around [your] [the] [bathroom -or- restroom] [kitchen] [school**] [classroom] [home] [house] [office] [work -or- office] [place] [environment]
- Kill[s] -or- Remove[s] -or- Effective against [Common] Household Viruses⁶
- Kill[s] -or- Remove[s] -or- Effective against Human coronavirus [ATCC VR 740]
- Kill[s] -or- Remove[s] -or- Effective against Influenza A2 virus [ATCC VR 544] [the virus that causes the flu] -or- Rotavirus WA [diarrhea-causing virus]
- Kill[s] -or- Remove[s] -or- Effective against [the following] [organisms]:
 - Avian Influenza A [(H3N2)] virus [(Avian Reassortant) [ATCC VR-2072], Strain A; Washington; 897/80 X A/Mallard; New York; 6750/78]
 - Avian Influenza A [(H7N9)] virus, [Strain wildtype A/Anhui/1/2013, CDC # 2013759189]
 - Avian influenza [Type A] [(H5N1)] [Strain VN/H5N1-PR8/CDC-RG CDC #2006719965]
 - Bordetella pertussis [ATCC 12743]
 - Campylobacter jejuni [ATCC 29428]
 - Canine Distemper Virus [ATCC VR-128]
 - [E. coli[μ]] ([μ]Escherichia coli O157:H7) [ATCC 51657]
 - Enterobacter aerogenes [ATCC 13048]
 - [Herpes] (Herpes simplex virus type 1) [ATCC VR-260]
 - [HIV] (Human immunodeficiency virus type 1)
 - Human coronavirus [ATCC VR 740] [the virus that causes the cold -or- the cold virus]
 - (Influenza A2) virus [ATCC VR 544] [the virus that causes the flu -or- the flu virus]
 - [Kleb] (Klebsiella pneumoniae) [ATCC 4352]
 - [Listeria] (Listeria monocytogenes) [ATCC 19117]
 - Methicillin-resistant Staphylococcus aureus (MRSA) [ATCC 33592]
 - Newcastle disease virus [ATCC VR-108]
 - [Pseudomonas] (Pseudomonas aeruginosa) [ATCC 15442]
 - (Rhinovirus type 14) [ATCC VR 284] [the virus that causes the cold -or- the cold virus]
 - (Rotavirus WA) [the virus that causes diarrhea -or- the diarrhea virus]
 - Duck hepatitis B virus (Hepadna Virus)
 - [RSV] (Respiratory syncytial virus) [ATCC VR 26]
 - [μμ]Salmonella enterica [**tested as Salmonella choleraesuis**] (Salmonella[μμ]) [ATCC 10708]
 - [Staph[μμμ]] ([μμμ]Staphylococcus aureus) [ATCC 6538]
 - [Strep[μμμμ]] ([μμμμ]Streptococcus pyogenes) [ATCC 19615]
- Kills [the] [common] [99.9% of] cold [and/or] [&] flu virus[es]³ including H1N1 virus -or- Swine Flu virus -and/or- H3N2 virus -and/or- H5N1 -and/or- Influenza A2 virus -and/or- Human Coronavirus -and/or- Bird Flu virus -or- Avian Flu virus
- Kills[:] the organisms that can cause pneumonia -and/or- whooping cough
- Kills the virus[es] that cause[s] [the] [common] cold[s] and/or flu³
- Leaves hard, nonporous surfaces disinfected
- Moist with cleaners -and/or- disinfectants
- One-step cleaning -and/or- disinfecting -and/or- deodorizing
- [One step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] Anytime -or- Daily -or- Every day -or- In one easy step -or- Everywhere indicated on the label -or- Anywhere indicated on the label
- [One step cleaning -and/or- disinfecting -and/or- deodorizing] [Disinfect -and/or- touch-up clean] [Cleans -and/or- disinfects -and/or- deodorizes] on hard, nonporous [bathroom -and/or- kitchen] surfaces -or- on household surfaces [every day] -or- Throughout the house [kitchen and bathroom] -or- All over your house
- Patented -or- Advanced Disinfecting Formula
- Plus **insert product name or icons representing product**
- Proven to Kill **insert number 21 or smaller** [Common] Viruses and Bacteria⁴
- Put [**this product**] on your school** supply list to help keep your child's classroom clean
- Remove -or- Eliminate -or- Kill cold and flu viruses³ -or- cold virus⁴ -or- flu virus⁵ [this season]
- Remove -or- Eliminate -or- Kill viruses³ that cause colds and flu [this season]
- Removing -and/or- Killing -and/or- Fighting -and/or- Eliminating germs† -and/or- bacteria -and/or- virus[es] for [nearly] **insert number** years
- Removes -or- Eliminates -or- Kills 99.9% of viruses³ that cause cold and flu
- Sanitizes in [just] [10 sec[onds]¹]
- [Say] Boo to the Influenza virus [this year -or- winter -or- flu virus season] [with Clorox® wipes [**this product**] -or- Clorox® Disinfecting products]
- Soft side for wiping -or- cleaning dirt away and disinfecting
- [Teachers] Clean up the classroom [with **this product**]
- The Disinfecting Wipe used by [at least] 20 Million Moms
- The Disinfecting Wipe used by [at least] 25 Million Households -or- [/] Families
- [**The product** [is] [are]] the easy way to [touch-up] [clean] [and] disinfect
- The scrubbing [power] [side] of a sponge in a disinfecting wipe
- There are many uses for [**this product**] and here are a few:
 - bathroom surfaces
 - kitchen surfaces
 - Kids' -or- Children's [play]room or family den
 - window blinds

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Antibacterial Claims continued:

- This [cleaner -and/or- disinfectant] combines cleaning and disinfecting [in one product] [in one step]
- [Touch-up] Clean[s] and disinfect[s]
- Use in public -or- common places where [bacteria -and/or- viruses -and/or- germs† may be of concern] [you are concerned about bacteria -and/or- viruses -and/or- germs†] [on hard, nonporous surfaces]
- Use [in public -or- common] places where [germs† may be of concern] [you are concerned about germs†]
- Use [**the product**] -or- [the wipes] to [disinfect] -and/or- [touch-up clean]
- [Wet] [household -and/or- disinfecting] wipes
- Wiping -or- smooth -or- soft side for cleaning dirt away and disinfecting

¹ [Kleb] *Klebsiella pneumoniae* [ATCC 4352], [Staph] *Staphylococcus aureus* [ATCC 6538] -and/or- *Campylobacter jejuni* [ATCC 29428] -and/or- [*E. coli*] *Escherichia coli* O157:H7 [ATCC 35150] -and/or- Methicillin-resistant *Staphylococcus aureus* [(MRSA)] [ATCC 33592] -and/or- *Salmonella enterica* [ATCC 10708] -and/or- *Streptococcus pyogenes* [group A] [ATCC 19615]

² [Kleb] *Klebsiella pneumoniae* [ATCC 4352], [Staph] *Staphylococcus aureus* [ATCC 6538], *Salmonella enterica* [**tested as *Salmonella choleraesuis***] (*Salmonella*) [ATCC 10708], [*Pseudomonas*] *Pseudomonas aeruginosa* [ATCC 15442], [*E. coli*] *Escherichia coli* O157:H7 [ATCC 51657], [*Listeria*] *Listeria monocytogenes* [ATCC 19117], *Campylobacter jejuni* [ATCC 29428], [Strep] *Streptococcus pyogenes* [ATCC 19615]

³ Rhinovirus type 14 [ATCC VR 284] -or- [Human] coronavirus [ATCC VR-740], Influenza A2 virus [ATCC VR 544]

⁴ Rhinovirus type 14 [ATCC VR 284] -or- [Human] coronavirus [ATCC VR-740]

⁵ Influenza A2 virus [ATCC VR 544]

⁶ Rotavirus WA, Influenza A2 virus, Rhinovirus type 14

† *Campylobacter jejuni* [ATCC 29428], *Bordetella pertussis* [ATCC 12743], *Escherichia coli* O157:H7 (*E. coli*) [ATCC 51657], *Klebsiella pneumoniae* (Kleb) [ATCC 4352], *Listeria monocytogenes* (*Listeria*) [ATCC 19117], *Pseudomonas aeruginosa* (*Pseudomonas*) [ATCC 15442], *Salmonella enterica* [**tested as *Salmonella choleraesuis***] (*Salmonella*) [ATCC 10708], *Staphylococcus aureus* (Staph) [ATCC 6538], *Streptococcus pyogenes* (Strep) [ATCC 19615], Rhinovirus [type 14] [ATCC VR-284], Rotavirus [Strain WA], Avian influenza [A] virus [ATCC VR-2072]‡, Avian Influenza A (H3N2) virus (Avian Reassortant) [ATCC VR-2072], Strain A; Washington; 89/70 X A/Mallard; New York; 6750/78, Avian Influenza A (H7N9) virus, Strain wildtype A/Anhui/1/2013, CDC #2013759189, Avian influenza [Type A] (H5N1) [Strain VNH5N1-PR8/CDC-RG CDC #2006719965, Herpes simplex virus [type 1] (Herpes) [ATCC VR-260], [Human] coronavirus [ATCC VR-740], Influenza [A] [flu virus] [ATCC VR-544], Respiratory syncytial virus (RSV) [ATCC VR-26], Canine Distemper Virus [ATCC VR-128], *Enterobacter aerogenes* [ATCC 13048], Methicillin-resistant *Staphylococcus aureus* (MRSA) [ATCC 33592], Newcastle disease virus [ATCC VR-108]

†† *Salmonella enterica* [**tested as *Salmonella choleraesuis***] [ATCC 10708], *Staphylococcus aureus* [(Staph)] [ATCC 6538], *Escherichia coli* O157:H7 [*E. coli*] [ATCC 51657], *Listeria monocytogenes* [ATCC 19117], *Campylobacter jejuni* [ATCC 29428], Rotavirus [Strain WA]

‡ Kills Avian Influenza A virus on precleaned hard, nonporous surfaces

¥¥ Human Coronavirus, Influenza A2 virus -and/or- *Staphylococcus aureus* -and/or- *Salmonella enterica* -and/or- *Streptococcus pyogenes* -and/or- *Escherichia coli* O157:H7 -and/or- *Klebsiella pneumoniae* -and/or- *Bordetella pertussis* -and/or- Methicillin-Resistant *Staphylococcus aureus* -and/or- *Listeria monocytogenes*

¥¥¥ Avian Influenza A (H3N2) virus (Avian Reassortant) [ATCC VR-2072], Strain A; Washington; 89/70 X A/Mallard; New York; 6750/78, Avian Influenza A (H7N9) virus, Strain wildtype A/Anhui/1/2013, CDC # 2013759189, Avian influenza [Type A] (H5N1) [Strain VNH5N1-PR8/CDC RG CDC #2006719965, *Campylobacter jejuni* [ATCC 29428], Canine Distemper Virus [ATCC VR-128], *Enterobacter aerogenes* [ATCC 13048], [*E. coli*] (*Escherichia coli* O157:H7) [ATCC 51657], [Herpes] (Herpes simplex virus type 1) [ATCC VR-260], ([Human] coronavirus) [ATCC VR-740], Influenza A2 virus [ATCC VR 544], [Kleb] (*Klebsiella pneumoniae*) [ATCC 4352], [*Listeria*] (*Listeria monocytogenes*) [ATCC 19117], Methicillin-resistant *Staphylococcus aureus* (MRSA) [ATCC 33592], Newcastle disease virus [ATCC VR-108], [*Pseudomonas*] (*Pseudomonas aeruginosa*) [ATCC 15442], (Rhinovirus type 14) [ATCC VR 284], (Rotavirus WA), [RSV] (Respiratory syncytial virus) [ATCC VR 26], *Salmonella enterica* (*Salmonella*) [ATCC 10708], [Staph] (*Staphylococcus aureus*) [ATCC 6538], [Strep] (*Streptococcus pyogenes*) [ATCC 19615]

** Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.

*** Rinse with water after wiping with -or- using the product.

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Pandemic 2009 H1N1 Influenza A virus††

Claims:

- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by influenza A virus. This product (***Product Name***) is a broad-spectrum hard surface disinfectant that has been shown to be effective against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
 - This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 influenza A virus.
 - This product has demonstrated effectiveness against influenza A2 virus and is expected to inactivate all influenza A viruses including Pandemic 2009 H1N1 (formerly called swine flu).
 - Kills Pandemic 2009 H1N1 influenza A virus (formerly called swine flu).
 - Kills Pandemic 2009 H1N1 influenza A virus.
- †† per Agency guidance dated October 22, 2009 "Guidance for Testing and Labeling Claims against Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu)"***
www.epa.gov/oppad001/h1n1-guide.html

- Kills [2009] H1N1 [Flu Virus]†††
- Kills Germs† -and/or- Flu Viruses [including [2009] H1N1] †††
- Kills [99.9% of] Germs† including [2009] H1N1 [Flu Virus] †††
- Effective against [2009] H1N1 [Flu Virus] †††

††† This claim to be accompanied by one of the claims from the Agency guidance document dated October 22, 2009.

Special Instructions for Use Against HIV-1§

This product kills HIV-1(qualifier) on precleaned hard, nonporous surfaces/objects previously soiled with blood/body fluids in health care settings [(hospitals, nursing homes)] or other settings in which there is an expected likelihood of soiling of inanimate surfaces/objects with blood or body fluids, and in which the surfaces/objects likely to be soiled with blood or body fluids can be associated with the potential for transmission of Human Immunodeficiency Virus§ (HIV-1) (associated with AIDS).

Special instructions for using this product to clean and decontaminate against HIV-1§§ and HBV§§ on surfaces/objects soiled with blood/bodyfluids:

Personal Protection: When handling items soiled with blood or body fluids, use disposable impervious gloves, gowns, masks and eye coverings. **Cleaning Procedure:** Blood and other body fluids must be thoroughly cleaned from surfaces and other objects before applying this product. **Contact Time:** Allow surface to remain wet for and 1 min[ute] for HIV-1§§, 4 min[utes] for HBV§§. **Disposal of Infectious Materials:** Use disposable impervious gloves, gowns, masks and eye coverings. Blood and other body fluids must be autoclaved and disposed of according to local regulations for infectious waste disposal.

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General/Cleaning Claims:

Now -and/or- New[!] -and/&/or- Improved **to be used as a claim descriptor only for the first 6 months of product on shelf**

- 3X -or- 4X -or- 5X cleaning power
- After use, just toss wipe[s] away
- Also available in [the] [Lemon,] [Fresh,] [Kitchen,] [and] [Lavanda] [varieties]
- Also available in [the] 75 count Value [Size] and the 9 count To Go Size[s]
- Also available in the **insert number** count size
- [Also] [Great] [Made] [Works [well]] [Appropriate] [on -or- for] [stainless steel -and/or- metal -and/or- glass surfaces] [stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors -and/or- faucets -and/or- sinks -and/or- mirrors -and/or- dark tile] [with] [because of] [due to] [the] [low-streak -or- residue formula]
- Also try -or- learn more about [our] [other] [convenient] Clorox® wipes **insert web address**
- [Also] Try [These] [Other -and/or- New] Clorox Products -or- Wipes[!]
- [A(n)] [Even] [Better] [Great] [Easy] Everyday cleaner
- Bleach[-]free [formula]
- Bonus -or- Combo -or- Family -or- Variety Pack [includes:]
- Check out our website for [more] [the latest] information on germs† that affect your family [www.clorox.com] -or- [www.cloroxdisinfectingwipes.com]
- Classrooms -or- schools** are cleaner with **this product** -or- [disinfecting] wipes
- Clean before you shop
- Clean [even] more -or- multiple surfaces with wipes -or- **this product**
- Clean up the classroom [with **this product** -or- wipes]
- Clean with just a wipe -or- touch
- Clean your cart
- [Clean] [cleaning] -and/or- [disinfect] [disinfecting] without stopping [your life] [your family's life]
- [Cleaning -and/or- disinfecting] that fits into your life
- Cleans 2X As Much Surface Area -or- Dirt -or- Soap Scum -or- Grime -or- Grease
- Cleans and leaves scent
- Cleans on the spot with [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] fragrance
- Cleans to a shine!
- Cleans with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] smell -or- scent
- Clear-Drying Formula for Multiple Surfaces
- Contains cleaning formula with premium large size, non-linting wipe
- Convenient
- Convenient cart cleaning
- Convenient, [tough] [real] cleaning!
- Deodorizing/deodorizes
- Designed to Leave Out on the Counter[!]
- Does not contain bleach
- Does not leave greasy appearance or feel
- Donate **this product** [to your child's classroom -or- school]**
- Don't miss a beat with **this product**
- Don't stop [your] [family] life for [cleaning -and/or- disinfecting]
- Dries clear
- DuraPly Weave -or- Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs†] -or- [Multi-Surface Wipe]
- DuraPly Weave -or- Texture -or- Technology for Better Cleaning
- DuraPly Weave -or- Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
- Dual-Sided [Wipe] -or- Two-Sided [Wipe] -or- 2-Sided [Wipe]: Textured [side] for [stubborn] [baked on] [tough] messes, Smooth [side] for shiny surfaces -or- touch-ups
- Easy
- Easy Dispensing Package[!]
- Easy one hand cleaning!
- Easily keep your car [or truck] clean
- [Easily] Lifts away dirt, dust and debris [from auto -or- car] [surfaces]
- Easily removes ground in dirt, dust & grime
- [Easily] removes -or- cleans tough bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [dirt] [soils] [grime] [soap scum][!]
- Easily wipe away dirt, debris, dust & grime
- [Easily] wipes clean
- Effortless cleaning with one hand
- Effortless Dispensing[!] [-] [is] [as] easy as pulling a tissue!
- Eliminates dirt and soils
- [Even] Better scrubbing -and/or- cleaning [power]
- Even stronger -and/or- more durable [than ever]
- [Even] stronger than [tough] [stubborn] [baked-on] [dried-on] [kitchen] grease -and/or- grime -and/or- dirt -and/or- soap scum -and/or [everyday] [bathroom] [kitchen] messes -and/or- build-up
- Every hard, nonporous surface in [your] [the] [kitchen] [bathroom] [house] deserves -or- can -or- could use a wipe
- Everything [you need] is already in the wipe
- Extra-Large, Extra-Thick Wipes
- Extra Large -or- Wide
- Extra wide & thick for big messes
- Fast drying: leaves no dull or sticky residue
- Fits [in] [a(n)] [your] [current] [existing] [**insert number**] [Clorox®] [wipes] [**this product**] canister -or- container
- [Flat] [Flexible] [Soft] [Pack] Fits in [the] small spaces
- [Flat] [Flexible] [Soft] [Pack] Fits in [your] [the] purse -and/or- glove compartment -and/or- diaper bag††† -and/or- gym bag
- For a cleaner -and/or- fresher [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- For daily use
- For daily [use] [cleaning -and/or- disinfecting]
- For [light] -or- touch-up - daily -or- quick cleaning -or- clean-ups [in one easy step]
- For household surfaces indoor and outdoor
- For use at home or in public areas -or- places

††† Do not use as a diaper wipe or for personal cleansing

General/Cleaning Claims: continued

Now -and/or- New[!] -and/&/or- Improved **to be used as a claim descriptor only for the first 6 months of product on shelf**

- [For] [use in] tub[s] -and/or- shower[s]
- For use on grocery cart and basket handles
- For use while traveling
- Freshens [the] [your] [bathroom] [restroom] [kitchen] [home] [house] [place] [work -or- office place] [work -or- office environment]
- [Gentle] Formula cleans and quickly lifts off dust, dirt, grime and spills
- Gentle on -or- Cleans A [Variety Of] [Multiple] Surfaces **insert surfaces from surface list**
- Great for the classroom
- [Great] for [the] school(s)** -or- classroom(s)
- [Great] For traveling -or- For use at work -or- For use in public restrooms -or- For use on hard, nonporous surfaces -or- For floor(s) [touch-ups] -or- For touch-up cleaning
- Great for your car's dashboard, vinyl, consoles and more!
- [Great] Lint-free cleaning
- Great on -or- works on[:] (**insert sites or surfaces from Table 1 or 2**)
- Great -or- Perfect [size] for [the] [your] [:] car(s) -and/or- glove compartment[s] -or- box[es] -and/or- purse[s] -and/or- diaper bag[s]*** -and/or- gym bag[s] -and/or- travel -and/or- public restrooms -and/or- public areas -and/or- grocery carts -and/or- hotels -and/or- airplane trays -and/or- changing tables [!]
- Great -or- Tough Cleaning [Power] [in a [Thick] Wipe]
- [Hey Mom] Take this -or- **this product** to [my] classroom -or- school** -or- teacher**
- [Hey Mom] Take **this product** -or- me to [my] classroom -or- school** -or- teacher**
- Holds up to your toughest messes -or- jobs -or- stains
- [Improved formula] [for] [low -or- less -or- lower] streaking -or- residue!
- Individually Cut Sheets Dispense Easier[!]
- Individually Wrapped for Freshness[!]
- Just pull, wipe clean and toss
- Just wipe [once] - no clean-up [after wipe] needed
- Leaves your bathroom fresh and clean
- Less Plastic to Throw Away[!]
- Life doesn't have to stop for cleaning
- Life [doesn't] [shouldn't] [have to] stop for [cleaning -and/or- disinfecting]
- Lift away dirt and debris
- Lint-Free Cleaning Wipe
- Lint-free - won't leave greasy residue on hands
- [Look] Less streaking -or- residue
- Low-streak formula [dries clear] [eliminates need to wipe down after use]
- Low-streak formula [for] [cleans] shiny surfaces!
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [cleans -and/or- disinfects] [for] [Shiny -or- Multiple Surfaces]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] [Delivers] a Clean you can [see -and/or- smell -and/or- feel] [notice]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe]. [For a] [more -or- visible -or- apparent -or- noticeable -or- satisfying clean] [Multi-Surface Wipe]
- [Low-Streak -or- Low-Residue -or- Low-Film -or- No-Film -or- Clear-Drying] [Formula -or- Wipe] clean[s] thoroughly
- [Low-streak -or- residue] [Formula -or- Wipe] [Cleans] [[is] [even] appropriate -or- great for] [kitchen -and/or- bathroom -and/or- household] [surfaces] [places] [like] [stainless steel -and/or- [other] metal -and/or- glass -and/or- mirrors -and/or- [dark] tile] [exterior surfaces of stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks] -or- stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors [, too]
- [Low-streak -or- residue] [Formula -or- Wipe] For all of your [kitchen] [bathroom] [household] surfaces [like] [stainless steel -and/or- metal -and/or- glass -and/or- mirrors] [exterior surfaces of stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks] -or- stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors
- [Low-streak -or- residue] [Formula -or- Wipe] [Great] [Use it] [For] [cleaning -and/or- disinfecting] Every day[,] [on] hard, nonporous [surface[s]]
- [Low-streak -or- residue] [Formula -or- Wipe] [leaves] Less -or- Fewer [visible] spots -or- spotting -or- blotches -or- marks [than [ever] before]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean multiple [household] surfaces [with wipes]
- [Low-streak -or- residue] [Formula -or- Wipe] [Lets you] Clean[s] [throughout] [around] [in] [the -or- your] [house]*
- Low/lower streak[ing] formula
- Makes [cleaning -and/or- disinfecting] [your job] easier [in the kitchen -and/or- bathroom -and/or- house] [in the work -or- office place] [at work]
- Makes daily cleaning easy [easier than ever]!
- Makes your job easier in the kitchen/bathroom
- Maximum Cleaning, Minimum Effort
- Moist Household [Cleaning] Wipes
- [More] efficient [bathroom] [kitchen] [home] [household] [office] cleaning -and/or- disinfecting
- Multi-Purpose Cleaning Wipes
- Multi-Surface Cleaner for Spills and Messes
- Multi-Surface [formula -or- wipe]
- **NEW in circle - sticker**
- New Year. Fresh Start.
- No [mixing -and/or- spraying -and/or- fuss -and/or- need to rinse]
- No-Touch [Easy] Refill
- Odor-neutralizing [fresh] [scents] [technology] [formula[s]]
- One-Handed Dispensing[!]
- [One] [Versatile] [low-streaking -or- residue] wipe for [all] hard, nonporous [kitchen -and/or- bathroom -and/or- household] surfaces

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General/Cleaning Claims: continued

Now -and/or- New[!] -and/&/or- Improved **to be used as a claim descriptor only for the first 6 months of product on shelf**

- One Wipe, Multiple Surfaces
- Only disinfecting wipe formulated for [your] Shiny [Kitchen -and/or- Bathroom] Surfaces
- Only [disinfecting] wipe with [a] [this amazing] low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying [formula]
- Patented -or- Exclusive formula -or- lotion -or- wipe
- Perfect for cleaning up around the toilet
- Powerful cleaning -and/or- degreasing action -or- formula
- Powerful Cleaning -or- Great -or- Suitable for auto -or- car surfaces
- Powerful Clorox [Cleaning] Formula and Compatible for auto -or- car surfaces
- Powerful soap scum -and/or- grease -and/or- grime -and/or- dirt fighting -or- cutting formula -or- technology
- Quick
- Quick and Easy Cart Cleaning
- Quick and Easy Cleaning Everywhere*
- Quick and Easy Cleaning for Kitchen Surfaces*
- Quick auto -or- car interior cleaning
- Refill for [a(n)] [your] [current] [existing] [*insert number*] [Wipes] [*this product*] canister -or- container
- Removes dirt, dust and soils [from auto -or- car surfaces]
- [Removes] [Eliminates] [Attacks] [Gets rid of] [Melts away] tough [soap scum] [[bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace] [dirt] [soils] [grime]] [!]
- Suitable for use -or- Can be used -or- Compatible on -or- with Multiple Surfaces
- See the [low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying] difference [on mirrors -and/or- glass -and/or- shiny surfaces]
- Simplifies [cleaning -and/or- disinfecting]
- Simplify [cleaning -and/or- disinfecting]
- Single Sheet Dispensing[!]
- Some [moments] [things] shouldn't be interrupted
- Specially formulated for a variety of surfaces -or- kitchen surfaces
- Specially formulated for Multiple -or- Shiny Surfaces
- [Specially formulated] For [use in] the bathroom
- Specially formulated to clean [a variety of surfaces] [throughout -or- all over -or- around] the house -or- kitchen and bathroom
- [Specially formulated] Use daily [to clean bathroom soils such as soap, soap scum, toothpaste, hair spray, hair gel, cosmetics, shaving cream and hand and body lotion]
- Spot clean[ing] -or- touch-up clean[ing] with a [fresh] [pleasant] [nice] [good] [great] [strong] [relaxing] [pleasing] [warm] [orange] [lemon] [lavender] smell -or- scent
- Strong -or- durable enough for [tough] [messes] [jobs] [stains] [difficult -or- uneven surfaces] [all around the house]
- Tackle large cleaning jobs with just 1 wipe
- Textured wipe traps more dirt
- The Cleaning Wipe used by [at least] 20 Million Moms
- The Cleaning Wipe used by [at least] 25 Million Households -or- Families
- The convenient way to keep your home looking "just cleaned"
- The [convenient] [easy] [effective] way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office] [work -or- office] [area] [place] [environment]] looking "just cleaned"
- The easy way to clean -and/or- disinfect [all over] [your] [the] [bathroom] [kitchen] [house] [office] [work -or- office] [place] [environment]] [place]
- The easy way to keep your [home] [house] [bathroom] [kitchen] [common areas] [office] [office -or- work] [place] [environment]] [place] clean every day
- The easy way to keep your house clean every day
- The easy way to clean all over the house
- The easy way to touch-up clean your bathroom every day
- [The] [Multipurpose -or- occasion] wipe: [cleans] [great] [works [well]] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household] surfaces -or- places [like] exterior surfaces of stovetops -and/or- microwaves -and/or- refrigerators -and/or- faucets -and/or- sinks -or- stovetop exteriors -and/or- microwave exteriors -and/or- refrigerator exteriors
- [The] [Non-Scratch] [Scrubbing] [Scrubby] [Multipurpose -or- occasion] wipe[:] [cleans] [great] [works [well]] [suitable] [on -or- in -or- for] [kitchen -and/or- bathroom -and/or- household -or- **Use Sites: Table 1**] surfaces -or- places [like] **Use Surfaces: Table 2** [!]
- [The] only wipe with a low-streak -or- low-residue -or- low-film -or- no-film -or- clear-drying formula [for shiny surfaces]!
- [**The product** is -or- the wipes are] [always] ready to use
- The smell of clean
- The wipe that does it all...anytime*
- [Thick(er)] Textured Wipe[s] [Clean[s] Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
- [**This product**] are your daily defense against germs†
- **This product** [is] [are] premoistened with a special cleaning formula to handle daily clean-ups without bottles, sponges, or buckets
- [**This Product**] [-] Tough(er) -and/or- Small(er) -and/or- Thick(er) -and/or- Strong(er) -and/or- [More] Durable -and/or- Textured -and/or- Scrubby -and/or- Scrubbier For Tough(er) -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- Stains[!]
- Tough on grease, dirt and grime
- Tough on grime -and/or- soap scum -and/or- dirt -and/or- [other] [tough] [bathroom -or- restroom] [kitchen] [household] [office] [work -or- office place] soils[!]
- Tough on messes, easy on surfaces
- [Tough][,] [Strong] [Micro-]Scrubby[ing] Action[!]
- Tough(er) -and/or- Small(er) -and/or- Thick(er) -and/or- Strong(er) -and/or- [More] Durable -and/or- Textured -and/or- Scrubby -and/or- Scrubbier [wipes] Scrub Through -or- For Tough(er) -and/or- Stubborn -and/or- Sticky -and/or- Baked On Messes -or- Soils -or- Stains[!]
- Trap[s] -and/or- pick[s] up -and/or- grip[s] -and/or- grab[s] -and/or- hold[s] particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
- [Trapper] [pockets] [ridges] [texture] get[s] into [crevices] [nooks & crannies] [cracks] [uneven places] for a [more thorough] [better] clean

General/Cleaning Claims: continued

Now -and/or- New[!] -and/&/or- Improved ***to be used as a claim descriptor only for the first 6 months of product on shelf***

- TripleWeave Texture -or- Technology. [Clean More Surfaces -or- Dirt -or- Messes -and/or- Germs†] -or- [Multi-Surface Wipe]
- TripleWeave Texture -or- Technology for Better Cleaning
- TripleWeave Texture -or- Technology [to lock in more particles -or- dirt -or- messes]
- Try Me
- Use Everywhere indicated on the label -or- Anywhere indicated on the label
- Use [in [public] places] where germs† may be of concern
- Use on [grocery] carts and baskets
- Use on [grocery] cart handles and basket handles
- Use on hard, nonporous surfaces anywhere indicated on the label [you travel] [throughout the house]
- Use on hard, nonporous surfaces: plastic, vinyl upholstery, metal, glass, and painted surfaces
- Use on -or- Try on -or- Can be used on -or- Perfect [for] -or- designed [for] -or- specialized [for] -or- formulated [for][:] [a variety of surfaces] [including] (***insert sites or surfaces from Table 1 or 2***)
- Use [***the product***] -or- the wipe[s] throughout the house
- [Use ***the product*** -or- the wipes] for [light] touch-up -or- light -or- everyday -or- daily -or- quick cleaning -or- clean-ups [all over the house] [anytime -and/or- anywhere indicated on the label]
- [Virtually] no streaks -or- residue -or- film -or- trace left behind
- [Virtually] streak-free -or- film-free -or- residue-free shine [clean]
- Will not harm most surfaces
- Will not leave behind greasy appearance or feel
- Wipe away [the] [tough] bathroom -and/or- restroom -and/or- kitchen -and/or- household -and/or- office -and/or- workplace [soils] [dirt] [grime]

- [Wipe] Cleans better -and/or- lasts longer [than ever]
- Wipes away -and/or- powers through -and/or- attacks -and/or- [even] cleans [tough] [stubborn] [baked-on] [dried-on] [kitchen] grease -and/or- grime -and/or- dirt -and/or- soap scum -and/or- [everyday] [bathroom] [kitchen] messes -and/or- build-up
- With a bleach-free formula
- With a pleasant fragrance
- Won't leave greasy residue on hands
- Works [great] on [shiny] [high-gloss] [high shine] surfaces [such as stainless steel -and/or- mirrors -and/or- glass tables -and/or- chrome -and/or- [dark] enamel -and/or- [dark] tile -and/or- dark surfaces]

This claim is not to be used with any one-step cleaning and disinfecting claim on the label

- Fights -or- Cuts [Through] -or- Wipes out [tough] [kitchen] Grease[,] [Wipes Clean]

* Hard, nonporous, non-food-contact surfaces identified on this label

**Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.

NOTE: Big Jobs™ All-Purpose Cleaning Wipes -or- ***insert ABN*** should not be used on marble, aluminum, copper or wood that is unfinished, unsealed, unpainted, waxed, oiled or worn. Test a small area first.

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Fragrance/Scent Descriptors and Claims:

Now -and/or- New[!] -and/&/or- Improved *to be used as a claim descriptor only for the first 6 months of product on shelf*

- Alpine [air] [blast] [burst] [fresh] [meadow] [mist] [rain] [splash] [waterfall]
- Aqua [blast] [burst] [clean] [mist] [rain] [splash] [waterfall]
- Aromatic
- Bay [breeze] [mist]
- [Blue] [Clear] [Sparkling] Wave
- [Blue] [Sun-Kissed] Mist
- Bursting [petals] [bouquet]
- [Calm] [Breezy] Outdoor[s] [fresh] [breeze]
- [Calming] [French] [Lush] [Mountain] [Provence] [Sheer] [Soft] [Sun-Drenched] [Sun-Kissed] [Wild] Lavender
- Cascading [clean] [falls]
- [Cherry] Blossom [blast] [breeze] [burst] [clean] [fresh]
- Citrus Blend
- [Clean] [Refreshing] [Great] scent
- [Country] [Open] [Sun-Kissed] [Sun-Drenched] [Lush] Meadow [flowers] [blossom[s]]
- [Country] [Festive] [Fresh-Picked] [Holiday] [Rustic] [Seasonal] [Sun-Kissed] [Sun-Drenched] Bouquet [fresh] [fusion]
- [Crystal] [Classic] [Holiday] [Sparkling] Clean [breeze] [linen] [mist] [& fresh]
- [Crystal] [Sparkling] Clear [breeze] [& clean] [dew] [mist] [rain] [splash] [water[s]] [waterfall]
- [Festive] [Fragrant] [Holiday] [Seasonal] [Simply] [Sparkling] [Red] [Green] Apple [rush] [& pear] [blossom] [splash]
- [Festive] [Fragrant] [Holiday] [Seasonal] [Simply] [Sparkling] Pear [blossom] [splash]
- [Festive] [Holiday] Eucalyptus [fresh] [breeze] [blast] [burst] [medley] [forest]
- [Festive] [Holiday] Fresh [blast] [breeze] [burst]
- [Festive] [Holiday] [Lush] Orchard [breeze] [fresh] [harvest] [dew] [mist] [blossom[s]]
- [Festive] [Holiday] [Seasonal] Berry [blast] [breeze] [boom] [burst] [fresh]
- [Festive] [Holiday] [Seasonal] Mint [burst] [cooling] [rush]
- [Festive] [Seasonal] Floral [blast] [breeze] [burst] [clean] [fresh] [fusion] [mist]
- [Festive] [Seasonal] Wildflower [clean] [blast] [breeze] [burst] [escape] [fusion] [power]
- Fruit(y) [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Gardenia [bloom] [breeze] [burst] [blossom] [fresh]
- Great [scent] for [the] [your] *[insert use or usage site]*
- [Great] scent[,] [same] [great] wipe
- Hibiscus [bloom] [breeze] [burst] [blossom] [fresh]
- [Holiday] Essence [of clean]
- [Holiday] [Festive] [Lush] Garden [bloom] [breeze] [escape] [fresh] [power] [surge]
- [Holiday] Herbal [blast] [breeze] [clean] [energy] [fresh] [fusion]
- Island [bloom] [bouquet] [breeze] [power]
- Jasmine [bloom] [breeze] [burst] [blossom] [fresh]
- Lavender [blast] [breeze] [burst] [clean] [fresh] [fusion] [& chamomile] [& herbs] [aromatherapy] [escape] [fields] [flowers] [garden] [harvest] [meadows] [valley] [whisper]
- Lemon [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Light[ly] scent [ed]
- Lime [blast] [breeze] [burst] [clean] [fresh] [fusion]
- Mandarin [Orange]
- [Misty] [Sheer] [Sunshine] [Soft] [Gentle] Breeze
- Morning [burst] [clean] [dew] [fresh] [fusion] [mist]
- Mountain [breeze] [clean] [fresh] [spring]
- Ocean [breeze] [fresh] [winds] [mist]
- Orange [blast] [breeze] [burst] [fresh] [fusion]
- Petal [breeze] [pink] [rush]
- Rain [clean] [fresh] [fusion] [shower]
- River [burst] [clean] [fresh] [rush] [splash]
- Rose [of the tropics]
- Serene Clean
- Shower [breeze] [burst] [fresh] [fusion]
- [Simply] Country [breeze] [whisper] [calm] [fresh] [blossom[s]] [spring] [stream]
- [Soft] [Gentle] [Washed] Cotton [soft] [fresh] [whisper]
- [Soft] [Sun-Kissed] Linen [fresh]
- Spa Fresh
- [Sparkling] Glacier [mist] [splash] [blast] [burst]
- Spring [bloom] [blossom] [breeze] [burst] [clean] [mist] [shower]
- Sweet [blast] [breeze] [burst] [rush] [splash] [fruit] [clean]
- Tropical [bloom] [rainfall] [rose] [shower] [breeze]
- [Tropical] Palm [breeze] [escape]
- Try [this] [our] [scent] *[insert scent descriptor]*
- Veranda [breeze] [flowers] [blossom[s]]
- Waterfall [clean] [burst] [rush] [splash]
- Whitewater [clean] [burst] [falls] [mist] [rush] [splash]

Any claim above could be preceded by bold -or- clean -or- crisp -or- fresh -or- good -or- great -or- invigorating -or- light -or- long-lasting -or- nice -or- pleasant -or- soothing -or- pleasing -or- refreshing -or- relaxing -or- strong -or- warm -or- cool

Any claim above could be followed with aroma -or- bouquet -or- fragrance -or- perfume -or- odor -or- scent -or- smell -or- essence -or- clean

for CSF A06 only

- Fragrance -or- scent free
- Free and clear
- No fragrance[s] -or- scent[s] added
- Unscented

Packaging Claims:

[Now -and/or- New[!]] -and/&/or- Improved] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- 25% -or- 35% -or- 50% -or- 75% -or- 100% -or- 150% stronger[+]
- 2x -or- 2.5x -or- 3x -or- 4x -or- 5x stronger[+]
- 3 Canisters With 3 Matching Refill[s] [Pouches]
- 4 Refill Pouches for [**insert number**]-Count Canisters
- As easy as grabbing -or- dispensing [facial] tissues [from a box]
- [As easy as] [Just like] pulling a tissue
- Attach [em] [them] [wipes] where you need -or- use [em] [them] [most]
- Attachable [dispenser] -or- [Safely] attaches -or- can be attached [to] [tile] [glass] [mirrors] [windows] [finished wood] [cabinets] [metal surfaces] [metal appliances] [painted] [wallboard] [plasterboard] [drywall]
- Available in [**insert number**] other designs
- Big size
- [Bleach-free] Clean [from Clorox®] to go -or- on the go -or- [&] [and] go
- [Buy] One for [**Use Sites: Table 1**], one for [**Use Sites: Table 1**]
- [Buy] Two for [**Use Sites: Table 1**], one for [**Use Sites: Table 1**]
- [Buy] Two for [**Use Sites: Table 1**], two for [**Use Sites: Table 1**]
- [Big] [Value] Can
- [Buy] Two for home, one for school** -or- the car -or- purse -or- to go
- [Can] [easily] Slip -or- Fit into a [purse] [pocket] [diaper bag] [backpack] [glove compartment -or- box] [car] [minivan] [SUV] [lunch box -or- bag] [briefcase] [luggage] [suitcase]
- Clorox® brings beauty [artistry] [elegance] [trendy] to cleaning!
- Clorox® Wipe [&] [and] [N] Go Disinfecting Wipes
- Collect all [of the Designer Series] canisters!
- Combo Pack
- Coming soon
- Complete Refill Pack for [**insert number**] [Club Pack]
- [Contains] Same Clorox® wipes [you love] -or- same wipes, easier to grab
- [Convenient] [Size]
- [Convenient and] easy to use
- Decorate your [home] [kitchen] [bathroom] counter(s) [office] [bathroom(s)] [with designer wipes]
- Designer -or- Decorator -or- Holiday -or- Seasonal series
- Dispenses [Comes out] one wipe at a time
- Dispenses [wipes] like a tissue
- Dispensing is effortless!
- [Doesn't] [No more] pinch[ed] fingers!
- Double -or- Super Value [Size] [Pack]
- Easier -or- Easy [to Use] -or- Improved [Dispensing] [Dispenser]!
- Easier Than Ever to Use -or- Pull [Wipes] [Out]!
- Easy -and/or- Simple Dispensing!
- [Easy] [Better] Dispensing
- [Easy] [Better] [Dispensing] Lid -or- Closure -or- Cap
- Easy Breezy Dispensing
- Easy-carry handle
- [Easy] One-handed [dispensing] -or- Dispense [wipes] with [only] [just] one hand -or- Grab [wipes] [a wipe] [and wipe] with [just] [only] one hand -or- [Easily] Grab [wipes] one at a time
- Easy open lid
- Easy -or- EZ Start Lid -or- Cap
- Easy on [your] hands
- Easy pop [top]
- Easy pull from start to finish
- Easy start & stop [lid]
- Easy start dispensing!
- Easy storage -or- to store
- Easy to carry
- Easy to Open -or- Thread
- Easy to pull wipes
- Easy to [store] [stack]
- Easy-to-use dispenser
- Easy to Use Lid
- Effortless dispensing!
- [Even] more wipes [per package -or- container -or- canister]
- [Even] stronger [wipe[s]] [a] [Better Wipe[s]] [!]
- Fits almost anywhere*
- Fits in [your] [car] glove compartment
- Get 1 wipe at a time, every time!
- Great for the road -and/or- travel -or- traveling!
- Great for [the] [your] [use on] [**Use Sites: Table 1**] [**Use Surfaces: Table 2**][!]
- Great for [those] [life's] [your family's] unexpected messes
- [Great] [Perfect] [for] [Take It -or- Taking it] [Clean -or- Cleaning] On the Go[!]
- Guaranteed to not dry out!
- [Guaranteed to] Pull[s] Wipes One at a Time!
- Guaranteed to stay moist
- [Guaranteed] Wipes stay moist -or- wet
- [Have you tried -or- Look[ing] for -or- Also try] [the -or- our] [redesigned] [easier-to-use] [tissue-like dispenser -or- packaging] [**this product**] [oval] [package -or- design]
- Keep -or- Carry [one] [some] [a package -or- pouch -or- pack] in your purse -and/or- diaper bag -and/or- backpack -and/or- gym bag
- Hassle-free dispensing
- Hassle free lid
- [Individual] refills -or- rolls -or- package -or- pouch [stay(s)] [keep(s)] [moist] [fresh]
- Individually wrapped for [freshness] [moisture-protection]
- [Individually wrapped refills -or- rolls -or- [disinfecting] wipes are] As fresh as the [disinfecting] wipes you use now
- Individually wrapped to [stay] [keep] [moist] [fresh]
- [Individually wrapped to be] As fresh as your [regular] [normal] [disinfecting] wipes
- Individually wrapped to preserve [freshness] [moisture]
- **Insert number** free -or- extra -or- more wipes
- **Insert number**% off
- **Insert percent** Bigger quilted wipes*
- **Insert percent** more wipes* [*vs. **insert number** count **this product** canister]
- **Insert wipe dimensions** wipes
- **Insert number** wipes [per package -or- container -or- canister]
- [Includes] **insert number** count refill [pack] -or- Contains **insert number** wipes
- [It's] the easy way to grab a wipe
- [Just] [Easily] Pop open [with one hand] [for easy use]
- Just like grabbing -or- dispensing [facial] tissues [from a box]
- Leave me out on the counter [to make cleaning easier]!
- Look[ing] for all **insert number** -or- other designs [to match your home]
- Made with xx% Less Plastic[!] / Less Packaging[!]
- [Makes] [wipes] [as] easy to grab [as they are to use]
- Match me to your home décor!
- Mixed [refill] [pouch] [canister] Pack
- Moisture lock lid
- Moisture-lock refill -or- package -or- pouch
- [Money-saving] [Canister and] Refill [Value] [**insert number**] Pack
- Multi-refill pack
- No Hassle Lid -or- Cap
- No pinched fingers!
- No surface damage -or- [Adhesive] Removes without damage [or residue] -or- [Adhesive] Removes without damaging [most] [household] surfaces -or- Holds on strongly -or- Comes off cleanly

Packaging Claims: continued

[Now -and/or- New[!]] -and/&/or- Improved] **to be used as a claim descriptor only for the first 6 months of product on shelf**

- No hassle lid
 - No threading [required]
 - No wasted wipes
 - Not for Individual Sale
 - Our [Best] [Easiest] [Smoothest] Dispensing Ever!
 - Part of [a] Multi-Pack
 - [Perfect for] Use with the [**this product**] easy start lid
 - Perfect size for kitchens -or- bathrooms
 - Pop-up [top]
 - Portable -or- Can be reattached [with bracket]
 - Portable size
 - Prevents wipes from bunching!
 - [Pulls] [Dispenses] 1 wipe at a time!
 - Pull 'n' go
 - Pull-N-Wipe Lid -or- Cap
 - Pulls Wipes Effortlessly [Every Time]!
 - Pull wipes [from center [opening]] [like a tissue]
 - [Puts] [Put] wipes where you need -or- use them -or- want them
 - [Puts] [Put] wipes within [easy] [arm's] reach -or- at your fingertips
 - Quick -and/or- easy -and/or- fast -and/or- convenient -and/or- versatile
 - Quick-clip -or- convenient handle
 - Ready pull
 - Redesigned dispensing -or- dispenser -or- packaging -or- package [that's easier to use -and/or- dispense]
 - Refill pack
 - [Refill] [Pouch] [Canister] Combo Pack
 - Refillable [with **insert number** wipes] -or- [Dispenser] Refill [pack] [for dispenser]
 - Regular [wipe] [size] -or- Large [wipe] [size]
 - [Resealable] On-the-Go Pack -or- Size[!]
 - Resealable -or- Snap & seal package -and/or- pouch -and/or- pack
 - Same easy dispensing
 - Same great [product] [wipes]. [Easier] [simpler] form -or- package -or- packaging.
 - Single sheet dispensing!
 - Soft Packaging [for] [Easy Storage]
 - Stackable [disinfecting] [wipes] refills -or- package(s) -or- pouches
 - Stay-wet -or- Moisture-lock -or- Stay-tight -or- Air-lock package -and/or- seal -and/or- pouch -and/or- pack
 - Stays -and/or- Keeps moist -and/or- wet [better than ever -or- before]
 - Take Clorox® wipes [**this product**] [with you] on the go[:] [on] travel -and/or- [in -or- on] [**Use Sites: Table 1**] -and/or- [**Use Surfaces: Table 2**] -and/or- [your] [the] purse -and/or- diaper bag -and/or- gym bag
 - Takes up less [space] [room] [[than your [current] [existing] canister -or- container]]
 - [The cleaning power of Clorox® wipes] [same Clorox® wipes], [with a -or- an] easier -and/or- innovative -and/or- redesigned packaging -or- dispensing -or- package
 - [The Designer Series is] Beautiful [elegant] enough to leave out [on counter(s)] [desk(s)] [in bathroom] [in kitchen] [in office]
 - The [same] [Clorox®] wipes [you love]
 - **This product** [Wipes] To Go
 - Three pack -or- multi-pack
 - Twin pack -or- two pack -or- dual pack
 - To Go [pack] [size]
 - [To Go] [Purse] [Trial] [Travel] [Pocket] Size -or- Pouch -or- Pak
 - Travel [size -or- pack]
 - Trial [size -or- pack] -or- Paper towel size [8.5"x11"]
 - Try me [on] [for] [**Use Surfaces: Table 2**] [!]
 - Tub refill
 - Value pack
 - Value size
 - Value Twin
 - Wipes Come Out One at a Time!
 - Wipes don't bunch together!
 - Wipes [pull out] [dispense] effortlessly!
 - [Wipes] Stay[s] wet -or- moist longer
 - Wipe up [and go]
 - [With] [An] Air-tight [seal -and/or- pouch -and/or- pack]
 - [With] [Individually cut] wipes [that dispense one at a time]!
 - [With] Pop action
- *vs **insert wipe dimensions** size
- †In comparison to [prior] [past] [previous] [old] wipe [material] -or- Versus [prior] [past] [previous] [old] wipe [material]

Heavy Duty Claims:

New -and/or- New [!] and/&/or- Improved *to be used as a claim descriptor only for the first 6 months of product on shelf*

- Better -and/or- Stronger -and/or- Textured wipe cleans -and/or- removes -and/or- works great on [Use Surfaces: Table 2]
- [Better] [Stronger] [Thicker] Wipe!
- Cleans -or- Removes -or- Fights -or- Good for -or- Great on -or- Works great on [kitchen] [tough] [soap scum] [baked-on] [grease] [soils] [messes] [spaghetti sauce] [kitchen messes] [dirt] [soils] [bathroom messes]
- Disinfect and scrub clean
- [Cloth-like] [softer] [feel]
- Dissolve[s] -and/or- Pick[s] up dirt, [don't] [doesn't] [just] push it around
- [Double] [Dual] [Two]-sided [scrubbing] wipes
- [Double] [Triple] Reinforced wipe
- Dual action
- Easy to grip -and/or- hold -and/or- handle
- Feel the difference with [our] honeycomb texture -or- wipe
- Feels -or- works like a cloth
- For tough messes throughout the house
- Great -or- Tough Cleaning [Power] [in a [Thick] Wipe]
- Honeycomb texture -or- weave -or- material [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- Honeycomb texture -or- wipe cleans [better] [more soils -and/or- messes]
- Honeycomb [wipe -or- cloth -or- fabric] [grabs -and/or- picks up -and/or- traps] [more] [of] [your] [dirt -and/or- soil -and/or- grease -and/or- messes]
- Ideal -or- Great for many cleaning jobs in the kitchen [and the bathroom]
- One side is like a scrubbing sponge, the other is like a wipe
- [Reinforced] [with] Quilted [strength]
- [Smaller][,] [Tougher][,] [Thicker][,] [Stronger][,] [More Durable][,] [Textured][,] [Ultra-thick] Wipe [With] [Powerful] [Micro-Fibers] [Scrubbing-Fibers] [Micro-Scrubbing Fibers -or- Power] [Micro-Fiber Power] [Micro-Scrubber -or- Micro-Scrubbing Texture] [[Textured] Micro-Scrubbers[!]] [Cut[s] through -or- For] [Tough] [Stubborn] [Baked On] [Sticky] [Messes -or- Soils -or Stains] [with less [effort -or- scrubbing]***] [!]
- Soft side for wiping -or- cleaning dirt away
- Soft weave wipe cleans [Use Surfaces: Table 2] better [in] [**Use Sites: Table 1**]
- Softer wipe
- Specially formulated -or- designed -or- with patented technology to [clean better] -or- [trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- Stays wet longer -or- holds moisture longer
- [Texture] [Thick wipe] Stays wet [longer]
- Texture traps more soil -and/or- dirt -and/or- grease -and/or- germs†
- Textured -or- scrubby -or- rough [side] -or- [scrubbing fibers] for [scrubbing] [cleaning] [removing] [wiping] [tough] [stains] [soils] [messes]
- Textured [thick] wipe [cleans] [shines] better
- Texture[d] [wipe] great on [greasy] [all] messes
- Textured wipe lasts longer
- Textured wipe [works] better on tough stains
- Textured wipe reduces streaks [on] [Use Surfaces: Table 2]
- The scrubbing [power] [side] of a sponge in a wipe
- Thick -and/or- Low-Streak Wipe
- Thick -and/or- soft wipe
- Thick Wipe[s] and Low-Streak Formula for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [Anywhere*] [Around -or- Throughout the Home -or- Office -or- School**]!
- Thick, Low-Streak Wipe[s] [for] [Cleaning] [Clean[s]] Multiple Surfaces [Anywhere*] [Around -or- Throughout the Home -or- Office -or- School**]!
- Thick, Low-Streak Wipe[s] for [Everyday] [Daily] [Tough] [Cleaning] [Messes] [Anywhere*] [Around -or- Throughout the Home -or- Office -or- School**]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] work[s] great on [tough] [dirt -and/or- soil -and/or- grease -and/or- messes] [Anywhere*] [Around -or- Throughout the Home -or- Office -or- School**]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] Clean[s] Tough Messes [Anywhere*] [Around -or- Throughout the Home -or- Office -or- School**]!
- [Thick] [Strong] [Textured] [Heavy Duty] Wipe[s] for [Everyday] [Daily] [Tough] [Messes] [Cleaning] [Anywhere*] [Around -or- Throughout the Home -or- Office -or- School**]!
- Thicker -and/or- stronger
- [Thick(er)] Wipe[!] cleans -and/or- scrubs better[!]
- Thick wipe with "moisture seal" -or- "moisture lock"
- [Thick] [Wipe] Stays wet -and/or- moist longer
- [Thicker,] [stronger] wipe
- Thicker -and/or- stronger wipe cleans -and/or- dissolves -and/or- absorbs [more] soil -or- messes better
- Thicker wipe removes more stains
- [Thicker wipe] [Is] Tougher on stains -and/or- soil -and/or- dirt -and/or- grease
- [Thick(er)] Quilted wipe[s] [Clean[s] Better -or- Great] [for Better -or- Easy -or- Great Cleaning]
- [Virtually] Lint Free
- Wipe grabs more soil -and/or- dirt -and/or- grease
- Wiping -or- smooth -or- soft side for cleaning dirt away
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave cloth [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave -or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt -or- DuraWeave fibers [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave

Heavy Duty Claims: continued

New -and/or- New [!] and/&/or- Improved **to be used as a claim descriptor only for the first 6 months of product on shelf**

- or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt
-or- DuraWeave [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave
-or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt
-or- DuraWeave pockets [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave
-or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt
-or- DuraWeave ridges [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- With DuraPly -or- DoubleWeave -or- SupraQuilt -or- SmartWeave
- or- PowerPockets -or- UltraWeave -or- DuraMesh -or- DuraQuilt
-or- DuraWeave technology [for] [added strength] [better cleaning] [better crumb -and/or- dust pick up] [to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs]
- [With] [moisture] [trapper] pockets -or- ridges -or- [added] [more] texture to trap -and/or- pick up -and/or- grip -and/or- grab -and/or- hold particles -and/or- dust -and/or- dirt -and/or- hair -and/or- crumbs
- [With] [Powerful] Micro-Fibers -or- Scrubbing-Fibers -or- Micro-Scrubbing [Fibers -or- Power] -or- Micro-Fiber Power -or- Micro-[Scrubber -or- Scrubbing] Texture -or- [Textured] Micro-Scrubbers [To -or- That] Scrub[s] Away -or- Break[s] [Through -or- Up] -or- Remove[s] -or- Clean[s] [Tough -or- Stubborn -or- Baked on] Messes -or- Soils -or- Stains [Better] [Conveniently][!]
- With stay-wet technology
- [Wow] Scrubs like a sponge

Environmental Claims for Refills:

- Less plastic -or- waste -or- material [to throw away]
- [Package] [Uses] [Made from] [Made with] insert percent% less plastic -or- waste -or- material

Value Claims:

- [Better] value!
- [Get] more wipes [at] the [same] [old] [original] price
- **Insert number** [more] [wipes] for the price of **insert price!**
- **Insert percent%** [cheaper] [less expensive] [off]
- **Insert percent%** [more] [value] [affordable]!
- [Money-saving] [Canister and] Refill [Value] [**insert number**] Pack
- **Insert percent%** more [wipes]!
- Lower cost per wipe
- More [of the same great] [product] [wipes] for less!
- Refills save you money
- [Same Great] Clorox® wipes at a Better Value[!]
- Same great [product] [wipes] at a [better] value!
- Save **insert percent%** !
- Save money and plastic [with Clorox® [wipes] [**this product**] refills]

Usage Claims:

- [Drops] [Slides] into an empty [disinfecting] [wipes] canister -or- container
- [Easy] [Simple] [Quick]-loading refill -or- roll -or- [disinfecting] wipes
- [Easy] [Simple] [Quick]-to-load refill -or- roll -or- [disinfecting] wipes
- Just [drop] [slip] [slide] the refill -or- roll -or- [disinfecting] wipes in [an empty canister -or- container]

Note: **Bold, italicized text is information for the reader and is part of the label.**
 [Bracketed information is optional text.] Highlighted text []. Strike-through (text) means removed.
 R0512133

Miscellaneous Claims:

- Box Tops for Education
- Cast your [design] vote [at www.clorox.com <<http://www.clorox.com>> -and/or- by texting **insert number**]
- Do not remove label/cut out Box Tops for Education proof of purchase until product has been completely used
- Enter -or- Vote [now] [and win]
- Help us [with our canister makeover] [pick our future -or- next [canister] design]
- Limited Edition
- Look out [on shelf -or- in stores] for [a] [our] [decorative] [beautiful] [pretty] [hip] [fun] [trendy] [Designer] [Series] packaging -or- canister[s] -or- container[s] -or- [oval] [package[s]] [shape[s]]
- [Now is your chance to] Customize your [wipes] canister
- [Same great wipes!] [Decorative] [Beautiful] [Pretty] [Hip] [Fun] [Trendy] [Oval] packaging -or- package[s] -or- canister[s] -or- container[s] -or- shape[s]
- See back -or- sticker for details -or- rules -or- instructions
- See details -or- rules -or- instructions [on] [back -or- sticker]
- See -or- Visit www.clorox.com <<http://www.clorox.com>> for details -or- rules -or- instructions
- See [the] [our] [ads -or- series] in **insert publication name(s)**
- See your favorite design [hit shelves] [in stores]
- Visit www.clorox.com <<http://www.clorox.com>> -and/or- text **insert number** to vote -or- pick [for] [a] [your] [the] [future -or- next -or- favorite] [canister] [design]
- Visit **insert website** [to get involved] [to participate] [-and/or- to vote] [for more information -or- details]
- [Visit -or- Check [out] our website at] www.clorox.com [for more information] [on Clorox®]
- [Vote for a] Chance to win prizes
- Vote [online] [now] for [a] [the] [your] [future -or- next -or- favorite] design [at www.clorox.com <<http://www.clorox.com>> -and/or- by texting insert number]
- Vote -or- Tell us -or- Share [your opinion -or- story] at insert website
- What [design] do you want to see [next] [in the future]?
- What [design] would look good -or- best [on] [in] [your] [the] [Use Sites: Table 1] [Use Surfaces: Table 2]?
- What would you Wipe Out?
- Wipe Rewards. Visit [clorox.com](http://www.clorox.com) for details
- [You] Choose -or- Decide [a] [your] [the] [future -or- next -or- favorite] [design] [at www.clorox.com <<http://www.clorox.com>> -and/or- by texting **insert number**] [to hit shelves -or- stores]
- [Your] [favorite] [**this product**] [wipes] [are] [Also] Available in [a] [our] [decorative] [beautiful] [pretty] [hip] [fun] [trendy] [Designer] [Series] packaging -or- canister[s] -or- container[s] -or- [oval] [package[s]] [shape[s]]
- [You're invited to] Be [a] [our] design expert
- [You're invited to] Share your opinion

Use Sites: Table 1

Use on hard, nonporous surfaces in:

Airplane[s] -or- Plane [Lavatory -or- Lavatories] [Tray Tables]	Elevators	Living Areas -or- Rooms	School** Buses
Airports	Factory[ies] -or- Plants	Locker Rooms	School** -or- City -or- Public
Ambulances	Family Rooms/Areas	Lounges	Transit -or- Commuter Buses
Automobiles	Fast Food Restaurants	Malls	Schools**
Basements	Fitness Center[s] [Equipment]	{Manufacturing} Plants	Shelters
Bathroom[s] -or- Locker Room	Floors -or- Flooring	Markets	Ships
Facilities [Surfaces]	Garages	Mass Merchandisers, Discount	Shops
Boats	Garbage -or- Trash Cans	Retailers -and/or- General	Storage Areas
Bowling Alleys	Gas Stations	Merchandise Stores	Subways
Buses	Grocery Stores	Military Installations	Supermarkets
Butcher Shops	Gymnasiums	Motels	Trains
Cafeterias	Gyms	Motor Homes	Trolleys
Camper[s] -or- RV[s] -or-	Health Clubs	Motorboats -or- Houseboats	Vacation Homes
Trailer[s] -or- [Mobile]	Home Centers	Nurseries	Vehicle [Interior[s]] [Exterior[s]]
Home[s]	Homes [Households]	Offices	Veterinary Clinics [‡] -or- Offices [‡]
Campgrounds	Hotels	Pet Areas	Warehouse Clubs
Cars	[Households]	Pharmacies	Work[place]
Church[es]	Industrial Facilities	Play Areas	
[Common] [Classroom]	Institutional Kitchens	Play Rooms	
[School]** [Play] Areas	[Institutional] Laundromats	Playground Equipment	**Confirm school policy allows
Convenience Stores	Institutions	Playgrounds	for use and/or donation of
Correctional Facilities	Jungle Gym[s]	Public Facilities	product. Adults must deliver
[Damp] Storage Areas	Kennels	Public Restrooms	donations [directly] to
Day Care Centers,	Kids' -or- Children's	Public Telephone[s] [Booths]	schools.
Dens	[Play]room[s] -or- [Family]	Recreational Centers [Facilities]	
Dorms	Den[s]	[Rental] Cars	[‡] For use on noncritical
[Elementary] Schools** -or-	Kitchen[s] [Surfaces	Rest Stops	surfaces in:
Colleges -or- Universities	-or- Appliances]	Restaurants	
	Lavatories	Restrooms	

Use Surfaces: Table 2

For use on hard, nonporous surfaces [such as] [of]:

Appliances [Appliance]	[Door] [Cabinet] [Appliance]	Microwave[s] [Exterior[s]]	[Tiled] Walls
[Exterior[s]] [Surfaces]	Knobs	[Outside[s] of]	[Toilet] [Toilet Flush] [Faucet]
[Outside of]	Door Frames -or- handles	Mirrors [bathroom]	[Telephone] [Dishwasher]
Baby[']s Room[s] -and/or-	Doorknobs	Non-Food-Contact Surfaces of	[Cabinet] [Door] Handles
Furniture -and/or- Surfaces	Drain Boards	Highchairs	Toilet -and/or- Urinal Exterior[s]
-and/or- Areas (Cribs,	Drawer Pulls	Office -or- Bedside Furniture	[Surfaces] -or- Exterior Toilet
Changing Tables, Diaper Pails)	Dressing Carts	Office Machinery	Surfaces
Baseboards	Drinking Fountains*	Painted Surfaces	Toilet Seats
Basements	Elevator Buttons	Paper Towel [Dispensers]	Toys*
[Bathroom] [Kitchen] Faucets	Faucets	[Holders]	Toy Boxes
[Handles]	[Filing] Cabinets	Patio Furniture/Lawn Chairs	Toy Storage Bins
[Bath]tubs	Finished Hardwood[s] [***]	PDA [Personal Digital Assistant]	Training Toilets
Bed Rails	Floors	Pet -or- Dog Houses -and/or-	Training Tools
Bed Springs and Frames	Floors Around Toilets	Crates -and/or- Furniture	Trash Cans
Bidet[s]	Gaming Systems	-and/or- Areas -and/or-	Trash Compactors
Blinds	Garbage Cans	Surfaces	[TV] [Wii] [Remote[s]]
Cabinets/Cupboards	Garbage Disposals	Picnic Tables	[Controls]
Cages	General Use[s]	Plastic	[Under] Sinks
Car Interiors	Glass	Plastic Shower Curtains	Vending Machine Surfaces
Car -or- Booster Seats	Glass [tables -or- tabletops]	Playground Equipment	Vinyl Upholstery
Cat -and/or- Dog -and/or- Pet	Glazed Tiles	Playpens	[Vinyl] Wallpaper
Dish[es] -or- Soiled Surface[s]	[Grocery [Store]] [Shopping]	Polyurethane Finished Hardwood	Walkers
[Cell] [Smart] Phone	Basket Handles	Porta-Pottie[ies] -or- Portable	Walls
Chairs	[Grocery [Store]] [Shopping]	Bathroom[s]	Washing Machines [Washers
[Children's] Furniture	Cart Handles	[Public -or- Pay] Telephones	-and/or- Dryers] [Exterior[s]]
Chrome	[Grocery [Store]] [Shopping]	-or- Phone Booths	[Outside of]
Chrome Exterior Surfaces of	Carts	Range Hoods	Wastebaskets
Urinals and/or Toilets	Gym Equipment	Recycling Bins	[Water] [Drinking] Fountain
[Classroom] Desks	Hampers	Refrigerator Door Handles	[Toggles] [Handles]
Closets	Hand Dryer Buttons	Refrigerator[s] Exterior[s]	Wheelchairs
[Clothes] [Diaper] Hampers	Handrails	[Outside of]	Windows
Computer[s] [Laptop[s]]	Highchairs*	Restaurant High Chairs	[Wood] Doors
[Netbook[s]] [Keyboards]	Interior Plastics	[Salad Bar] [Buffet] [Cafeteria]	
Consoles	[Kid's] Play [Structures]	Sneeze Guard[s]	[For surfaces that incorporate
Cooler Exteriors	[Equipment] [Furniture]	[School]** [Toys*] [Supplies]	electronic components,
Counters	[Tables]	Surface[s]	please consult manufacturer's
Countertops	Lamps	[Sealed] Granite [Countertops]	instructions]
Dashboard	Laundry Rooms	[Shower] Doors	
Desks	LCD -and/or- Navigation Screens	Shower [Walls]	
[Diaper] Changing Tables	Light Switches [Fixtures]	Showers	
[/Areas]	[Panels]	Signs	
Diaper Pails	Litter Boxes	Sinks	
Dining Room Surfaces -and/or-	Lockers	Stainless Steel [Appliances]	
Tables -and/or- Fast Food	[Manual] Pencil Sharpeners	Staplers	
Restaurant Tables	[Medicine] Cabinets	Steering Wheels	
[Dining] [Fast Food] [Kitchen]	Metal	Stereo Consoles	
[Picnic] [Play] [Restaurant]	Metal [Work Benches]	Stovetop Exteriors	
[Tray] Tables		Tables	

*[For toys,] rinse with water after wiping with -or- using the product
 **Confirm school policy allows for use and/or donation of product. Adults must deliver donations [directly] to schools.
 ***Use as directed. Suitable for use -or- can be used -or- compatible on polyurethane treated wood. [Test a small area first].